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THE COCKTAIL PARTY

SPONSORSHIP OPPORTUNITIES 2024

FRIDAY 12 JULY 2024

TOITOI ARTS & EVENTS CENTRE, HASTINGS

Rotary
Club



Hastings
Karamu



Cranford
Hospice

Te Kahū Pairuri o Cranford
ki Te Matau-a-Māui

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Dear friend of Cranford Hospice,

I hope this brochure finds you well. As President of the Hastings Karamu Rotary Club, it is with great pleasure and a sense of purpose that I reach out to you today.

We are excited to announce the upcoming Hastings Karamu Rotary Cocktail Party 2024, an event that not only promises an evening of elegance and camaraderie but also serves as a vital fundraiser for a cause close to our hearts: the Cranford Hospice Capital Build.

Cranford Hospice holds a special place in our community, providing compassionate care and support to individuals and families facing life-limiting illness. The services they offer are invaluable, offering comfort, dignity, and a sense of peace during challenging times.

In order to ensure the success of our fundraising efforts, we are seeking sponsorship and auction lots from generous individuals and businesses like yours. Your support will play a crucial role in helping us reach our fundraising goals and make a meaningful impact on the lives of those in need.

By sponsoring our event or donating auction items, you will not only be showcasing your commitment to corporate social responsibility but also gaining valuable exposure to a diverse audience of community leaders, business professionals, and philanthropists.

We invite you to partner with us in this important endeavour and join us in making a difference in the lives of others. Together, we can create positive change and build a brighter future for all.

Thank you for considering this opportunity to support our cause. We look forward to the possibility of working together and making a meaningful impact in our community.

Warm regards,

Mark Davenport
President
Hastings Karamu Rotary Club



Cranford Hospice has been providing care for people with terminal illnesses since 1982. The Cranford Hospice team currently supports some 200 families spanning from Mahia to Takapau. Despite difficulties caused by the COVID-19 pandemic and Cyclone Gabrielle, Cranford Hospice remains committed to fulfilling its mission of supporting patients and their families.

Recognising the need for updated facilities, to meet the growing demand for palliative care services, Cranford Hospice initiated a \$15 million project to construct a new purpose-built home. A wonderful site was initially found at Chesterhope Station. Unfortunately, these plans have now been foregone due to the impact of Cyclone Gabrielle.

The urgency for a new facility is evident, as the community requires a dedicated space for end-of-life care and specialised services for future generations. Cranford Hospice aims to create a state-of-the-art facility that will ensure top-quality palliative care for the people of Hawke's Bay for years to come. The search for a new home remains ongoing with due diligence underway on several options. The community will be involved in the final decision at the point that a definite alternative is available.

With overwhelming support from the Hawke's Bay community, the Cranford Hospice Foundation Trustees are dedicated to realising the vision of a new home. The project has already raised \$14.4 million, showcasing the community's generosity and commitment to this cause. Thanks to Karamu Rotary Club who have been a key contributor to this incredible effort.

Together, we will build a new home for Cranford Hospice, Hawke's Bay.



JOIN US

Being involved in our annual The Cocktail Party is more than being a sponsor, you could change someone's life in Hawke's Bay.

The Rotary Club of Hastings Karamu is proud to host our annual Cocktail Party, a highly anticipated community event that brings together individuals, businesses and community leaders in a spirit of camaraderie and giving. This year, our focus is on raising funds for Cranford Hospice, an organisation dedicated to providing compassionate care and support to those facing life-limiting illnesses.

This year's The Cocktail Party will be held on Friday 12th July 2024 at Toitoti, Hawkes Bay Arts & Events Centre.

It will be the 32nd year that the fundraising event has been held to benefit the Hawke's Bay community and it promises to be the most exciting yet!

WE VALUE AND NEED YOUR CONTRIBUTION



HOW YOU CAN MAKE A DIFFERENCE

We are seeking event partners and sponsors who share our commitment to community welfare.

Your involvement can take various forms, including financial contributions, in-kind donations or event sponsorship. In return, we offer valuable exposure for your brand among a diverse and engaged audience, both during the event and in our pre- and post- event promotional materials.

Being a sponsor has a number of advantages:

Brand Visibility: - Gain exposure to a wide audience through our event marketing strategy.

Community Impact:- Showcase your organisation's commitment to corporate social responsibility

Networking Opportunities:- Connect with other like minded businesses and community leaders



SPONSORSHIP OPTIONS

We would love for your business to get involved with this fantastic event by becoming a sponsor. Sponsorship options include:

Premier Event Sponsor
MC Sponsorship
Table Sponsorship
Cocktail bar Sponsorship
Entertainment Sponsorship
Auction Donation



PREMIER EVENT SPONSOR

**As the Premier event sponsor to the
32nd annual The Cocktail Party 2024, you will receive:**

Before the Event:

- 1st tier logo placement across all Event branding including:
 1. Event Billboards (approximately 4x in high traffic areas including Havelock Road and the Expressway between Taradale and Hastings)
 2. Window Posters distributed to key supporting businesses
- Your logo across all media - Radio, Press Release, Newspaper Advertising.
- A write up and logo on the Events Social Media Pages - Facebook and Instagram, **Planit Events** (6700 followers) and **The Cocktail Party** (763 followers).
- Show your customers and friends what you are supporting with use of a Social Media tile for you to use on your own Social Media pages/website.
- Your logo on the The Cocktail Party Website.
- Your logo on all pre-event communications including event tickets and raffle tickets.
- Your business featured in a professional promo video produced to promote the event and your business as the Premier Sponsor.

During the Event:

- Logo placement on all event signage.
- Two tables of ten to the Event (to the value of \$5000) which includes a drink on arrival, canapes, dinner and petit fours served to your table.
- 6 bottles of complimentary wine on the table, with full table service
- A 5 minute speech at the event by a representative of your brand.
- A mention from MC Paul Ego.
- A full page advertisement in our action catalogue
- Your logo featured on the digital billboard at the event acknowledging your commitment as the events Premier Sponsor.
- Your branding on projector screens throughout the evening.
- Branded balloons - available for purchase on the night. Purchasers get to pop! the balloon, and claim their prize.

Following the Event:

- The first right of refusal for The Cocktail Party 2025.
- Thank you note from sponsor to all attendees following the event
- Post event de-brief
- Thank you acknowledgement on Social Media channels

Total Package \$25,000 + GST.

SOLD

CELEBRITY MC SPONSORSHIP

**This is the sponsorship package that every business wants their name on!
This year, we are proud to present Paul Ego as our Master of Ceremonies!**

**\$12,000 (plus GST)
(only one package will be sold)**

As the exclusive MC Sponsor, you will receive:

- A table of ten to the Event (to the value of \$2500) which includes a drink on arrival, canapes, dinner and petit fours served to your table.
- 6 bottles of complimentary wine on the table, with full table service
- Mentions from our Celebrity MC on the night
- Your logo printed on the evenings programme confirming that our celebrity MC was kindly sponsored by you!
- Your logo on the digital display in the Cushing Foyer, and will be visible for the duration of the event.
- Acknowledgements and 1x write up on The Cocktail Party Facebook and Instagram pages
- Acknowledgement on The Cocktail Party Website thanking you for your support
- An advertisement/post for you to use on your own Facebook page/website to be able to show your customers what you are supporting
- Mention in the email newsletter to The Cocktail Party database
- Your banner/flag on display in the Sponsors area

Following the Event:

- A personalised Thank you acknowledgement in the Event Newsletter
- A personalised Thank you acknowledgement in the Event Social Media channels.
- First right of sponsorship renewal for the following years event.

Paul Ego appears by arrangement with Johnson & Laird Management.

ENTERTAINMENT SPONSORSHIP

\$6,500 (plus GST)

Only 1x package will be sold

As the exclusive Entertainment Sponsor you will receive:

- A table of ten to the Event (to the value of \$2500) which includes a drink on arrival, canapes, dinner and petit fours served to your table.
- 6 bottles of complimentary wine on the table, with full table service
- Acknowledgement on The Cocktail Party Facebook and Instagram pages
- Acknowledgement on on The Cocktail Party website thanking you for your support
- A Social Media tile for you to use on your own Facebook page/website to be able to show your customers/friends what you are supporting
- Your logo on the digital display in the Cushing Foyer, and will be visible for the duration of the event.
- Your banner/ flag on display next to the stage.
- Your name in the auction catalogue
- Your business card/flyers in the sponsors area at the event
- A mention in the email newsletter to The Cocktail Party database

Following the Event:

- Thank you acknowledgement in the event newsletter
- Thank you acknowledgement in the event Social Media channels.
- First right of sponsorship renewal for the following years event.



2x SOLD

GOLDEN TABLE SPONSORSHIP

\$5,000 (plus GST)
Only 10x packages will be sold

What you will receive:

- A table of ten to the Event (to the value of \$2500) which includes a drink on arrival, canapes, dinner and petit fours served to your table.
- 6 bottles of complimentary Wine on the table, with full table service.
- Acknowledgement on The Cocktail Party Facebook and Instagram pages
- Acknowledgement on on The Cocktail Party website thanking you for your support
- A Social Media tile for you to use on your own Facebook page/website to be able to show your customers/friends what you are supporting
- Your logo on the digital display in the Cushing Foyer, and will be visible for the duration of the event.
- Your name in the auction catalogue
- Your business card/flyers and banner/flag in the sponsors area at the event
- A mention in the email newsletter to The Cocktail Party database

Following the Event:

- Thank you acknowledgement in the event newsletter
- Thank you acknowledgement in the event Social Media channels.
- First right of Golden Table sponsorship renewal for the following years event.





COCKTAIL BAR SPONSORSHIP

\$5,000 (plus GST)
Only 1x package will be sold

Fling Cocktails are the exclusive cocktail provider to the Cocktail Party. Fling provide a selection of premium cocktails that are convenient and equally as delicious! If you love a good Cocktail, and would like one named after you, then this is the package for you!

As the exclusive Cocktail Sponsor you will receive:

- Your Signature Cocktail lovingly crafted by the team at Fling Cocktails & served for the duration of the evening.
- A table of ten to the Event (to the value of \$2500) which includes a drink on arrival, canapes, dinner and petit fours served to your table.
- 6 bottles of complimentary Wine on the table, with full table service.
- Acknowledgement on The Cocktail Party Facebook and Instagram pages
- Acknowledgement on on The Cocktail Party website thanking you for your support
- A Social Media tile for you to use on your own Facebook page/website to be able to show your customers/friends what you are supporting
- Your logo on the digital display in the Cushing Foyer, and will be visible for the duration of the event.
- Your name in the auction catalogue
- Your business card/flyers and banner/flag in the sponsors area at the event
- A mention in the email newsletter to The Cocktail Party database

Following the Event:

- Thank you acknowledgement in the event newsletter
- Thank you acknowledgement in the event Social Media channels.
- First right of sponsorship renewal for the following years event.



AUCTION ITEM DONATION

What you will receive as an Auction Item Donor:

- Your logo printed in the auction catalogue
- Your logo and promotion of the Auction Lot on The Cocktail Party Social Media pages
- Your Auction lot promoted in the email newsletter to The Cocktail Party database
- Your logo on the projector screen when your auction goes live!
- Your logo on your auction lot on the Galabid website
- An advertisement/post for you to use on your own Facebook page/website to be able to show your customers what you are supporting.
- Mention in the email newsletter to The Cocktail Party database



THANK YOU

It takes a team of businesses to help pull this event together and make it a success for our charities. So, we would like to say a HUGE thank you in advance for choosing to be a part of this year's amazing event with us.

We look forward to seeing you there.



SIGN US UP!

We would like to sponsor the The Cocktail Party by signing up to the following package (please tick appropriate box):

- | | |
|---|---|
| <input type="checkbox"/> Sponsor MC Paul Ego - SOLD | <input type="checkbox"/> Entertainment Sponsorship |
| <input type="checkbox"/> Golden Table Sponsorship Package | <input type="checkbox"/> Cocktail Bar Sponsorship |
| <input type="checkbox"/> Auction item Donation | <input type="checkbox"/> Premier Event Sponsor - SOLD |

Company/Your Name _____

Address _____

Phone _____

Email _____

Print Name _____

Please sign here _____ Date _____

I have included my company/personal write up and logo (supplied as JPG and PDF files)

Sponsorship requirements:

Send this form along with your company write-up and logo (supplied in JPEG and PNG files) to Pippa Layton at Planit Events pippa@planit.co.nz

Sponsorship Enquiries

Contact Angus Thomson gusinhb@gmail.com or

Peter Richardson rrricho@gmail.com